



- CBS Cable disbanded; Gene Jankowski comments
- The Silent Network aimed at the hearing impaired
- NCTA board makes major policy adjustments
- FCC votes to consolidate Broadcast, Cable Bureaus

CableVision™

The news and features weekly of the cable television industry

September 27, 1982

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Marketing the cable system
Hometown razzle-dazzle

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Larry Harris to be new bureau chief.

FCC overhaul

The Federal Communications Commission has voted to consolidate its Broadcast and Cable Bureaus into a new "Mass Media" branch that will serve traditional services and the new technologies. **Leading the week, pages 13-16.**

CBS Cable to disband

CBS Cable, the nearly 1-year-old ad-supported culture service, has announced plans to disband in 90 days. Lack of advertising support, high production cost and the failure of several joint venture deals were blamed as contributing factors. Hopes of a revival continue to circulate. **Leading the week, pages 13-16.**

Cable's big push

Some 400 representatives of the cable industry stormed Capitol Hill to lobby for S. 2172, the broad, cable deregulation bill. The legislation still faces several major obstacles before passage. **Leading the week, pages 13-16.**

NCTA decisions

The NCTA board of directors made some major policy decisions, including one to allow SMATV operators patron membership. A possible court challenge of must-carry rules and legislative policy directives were issued also. **Leading the week, pages 13-16.**

Signing on

The Silent Network, a new ad-supported venture designed to meet the needs of the nation's 22 million hearing impaired, outlined its plans for sign language programming. **Leading the week, pages 13-16.**

Video commitments

ABC Video Enterprises has signed two major theatrical and arts programming commitments to supply new creative products for Hearst/ABC's ARTS and its other joint ventures. **Page 20.**

Filling the gaps

Premium pay services don't run movies and original programming back-to-back; they have to find ways to fill the time in-between. That's where "continuity" or "interstitial" programming comes in. **Page 21.**

Tiering dangers

The tiering of advertising-supported cable services may endanger prospects for success and ability to survive, according to a variety of cable experts. **Page 51.**

Business evaluation

This year's Eastern Show drew mixed reviews from both hardware suppliers and programmers. Those with broad product lines and good booth locations gave the event passing grades. Exhibitors with limited offerings and booths in less trafficked areas came away less enthused. **Page 52.**

Goldwater's engineer

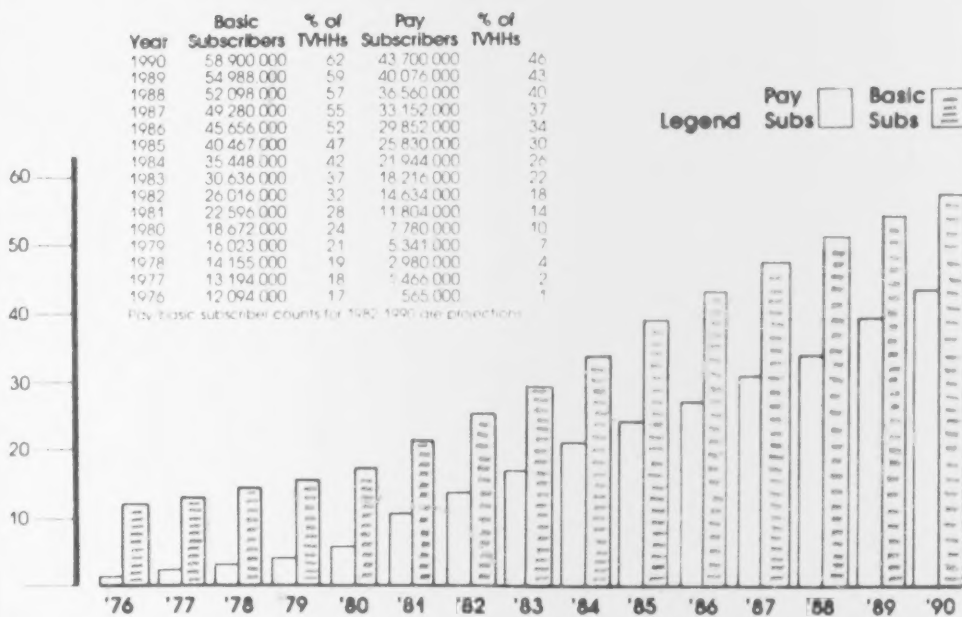
While Sen. Barry Goldwater has been the architect of the S. 2172 cable bill, Chris Coursen, assistant communications counsel to the Senate Commerce Committee, has been the bill's engineer. **Page 56.**

This week in PLUS

"Selling the sizzle as well as the steak" is the new theme in marketing plans at the local level. It's an effort designed to pay off in terms of keeping buyers turned on about their cable service, as well as hooking the confirmed non-subscribers—which brings up the subject of "how do you keep them happy once you've got them?" Disgruntled subs can be turned into satisfied ones, some MSO marketing leaders insist. It goes back to the old-fashioned tradition of customer service—something Warner Amex Cable, with a strategy fired by a veteran of Avon Products, is making its operating philosophy. And for a look at the cable industry from the perspective of a Madison Avenue veteran who is now a consultant to cable, *CableVision* Associate Editor David Stoller turned to Richard Gilbert. A man with 25 years of experience in advertising, he has some pointed things to say about where cable went wrong and where it went right when it set out courting advertiser dollars. **Pages 27-50.**

Cable stats

Pay/basic cable growth



Cable barometer

Television households (TVHH) ... 81,500,000

Homes passed by cable (HP) 44,252,000

Percent of TVHH passed by cable 54.30%

Basic cable subscribers 24,242,000

Percent of TVHH with basic cable .. 29.75%

Percent of HP with basic cable .. 54.78%

Pay cable subscribers 13,219,000

Percent of TVHH with pay cable ... 16.22%

Percent of HP with pay cable ... 29.87%

Percent of basic subs with pay cable 54.29%

Figures are as of May 31, 1982

Top 100 MSO overview

Rank	Multiple system operator	Basic subs	Pay units	Homes Passed	Systems
1.	American Television and Communications	1,949,525	1,606,425	3,763,625	124
2.	Tele-Communications Inc.	1,900,000	920,942	2,917,029	174
3.	Group W Cable	1,747,792	1,477,187	3,285,973	134
4.	Cox Cable Communications	1,164,400	1,053,338	1,860,044	59
5.	Storer Cable Communications	1,041,119	1,169,451	2,107,427	117
6.	Warner Amex Cable	974,500	733,700	1,995,000	121
7.	Times Mirror	699,355	447,767	1,238,682	67
8.	Rogers-UA Cablesystems	632,410	649,801	1,235,397	31
9.	Newhouse Broadcasting	631,785	490,000	1,010,000	60
10.	Viacom Cablevision	543,098	383,146	1,088,030	30
11.	Continental Cablevision	505,000	506,000	1,000,000	62
12.	United Cable Television Corp.	494,624	417,305	899,680	37
13.	Sammons Communications	484,631	272,115	771,397	65
14.	TeleCable Corp.	320,000	227,300	534,540	20
15.	Capital Cities Corp.	303,235	192,685	451,331	55
16.	General Electric Cablevision	300,000	155,000	500,000	12
17.	Heritage Communications	251,232	166,593	506,602	106
18.	Comcast Corp.	247,834	229,724	490,119	17
19.	Cablevision Systems Development	242,000	581,000	531,000	5
20.	Liberty Communications	220,266	119,461	450,000	30
21.	Wometco Communications	206,994	201,154	382,574	44
22.	Tele-Media Corp.	206,500	90,200	275,950	73
23.	Service Electric Cable TV	189,500	—	—	15
24.	TCA Group	182,701	52,919	275,000	40
25.	Daniels & Associates	178,100	88,000	450,000	22
26.	Maclean Hunter	173,037	233,084	372,443	16
27.	Century Communications	170,000	110,000	250,000	20
28.	Multimedia Cablevision	166,520	185,578	336,850	33
29.	Colony Communications	158,260	135,955	268,963	11

Cable stats

Rank	Multiple system operator	Basic subs	Pay units	Homes Passed	Systems
30.	Jones Intercable Inc.	152,913	88,129	245,165	62
31.	Western Communications	148,500	50,250	192,500	5
32.	Prime Cable	145,000	113,300	262,779	11
33.	Centel Cable Television	125,000	60,200	202,000	41
34.	Harris Cable Corp.	122,500	77,500	235,000	3
35.	Tribune Company Cable	117,000	93,000	253,000	12
36.	Rollins Cable Vue	115,000	64,500	190,000	4
37.	Midwest Video	114,615	—	—	7
38.	Communications Service Inc.	110,000	—	—	32
39.	Harron Communications	102,341	50,785	181,820	7
40.	McCaw Communications	101,855	38,312	156,455	15
41.	Cable Vision Industries	95,645	72,791	135,000	22
42.	Buckeye Cablevision	91,730	35,343	168,200	3
43.	Communications Systems Inc.	91,361	77,899	133,469	42
44.	Sutton Capital Group	90,000	98,144	185,978	15
45.	Midcontinent Cable Systems	87,144	37,792	172,409	33
46.	Armstrong Utilities	85,966	53,938	121,151	12
47.	Adams-Russell	80,117	44,191	188,300	11
48.	CableEntertainment	78,582	24,093	113,000	27
49.	McDonald Group	78,167	49,195	133,085	19
50.	Omni Cable TV	77,791	60,345	150,000	49
51.	Buford Television	76,653	33,996	120,233	6
52.	Multi-Channel TV Cable Co.	75,400	—	93,000	9
53.	Cable America	72,200	—	—	4
54.	Southmedia	75,101	45,921	153,618	4
55.	Televents	73,532	42,504	11,792	14
56.	King Videocable Co.	72,800	32,000	110,000	17
57.	Alda Group	71,446	63,750	166,101	3
58.	Palmer Communications	71,103	16,672	84,517	4
59.	The Essex Group	65,790	27,054	98,917	49
60.	Perry Cable TV Corp.	64,429	31,610	101,088	3
61.	Summit Communications	64,019	62,315	116,020	4
62.	WEHCO Video	62,559	33,981	112,956	14
63.	American Cablesystems Corp.	60,799	29,879	101,858	15
64.	Omega Communications	60,000	—	—	28
65.	Coaxial Communications	60,000	—	114,330	8
66.	Adelphia Communications	58,099	29,159	99,200	12
67.	Booth Communications	56,112	24,000	92,804	11
68.	National Telecommunications Co.	55,950	16,500	—	12
69.	US Cable Corp.	55,273	65,371	140,000	21
70.	Pancor Services Inc.	55,102	18,013	61,075	18
71.	Acton Corp.	53,000	41,000	188,232	35
72.	Ultracom Inc.	52,526	30,464	151,283	15
73.	Consolidated Cable Systems	51,900	46,344	105,648	3
74.	Total TV Inc.	48,188	39,061	99,457	14
75.	Marsh Media	48,000	34,000	—	9
76.	Clear TV Cable Corp.	46,065	18,752	65,846	2
77.	The Daily Press	45,000	29,000	83,000	3
78.	Sonic Cable TV	43,995	18,649	50,873	17
79.	Falcon Communications	43,000	—	—	7
80.	Lenfest Group	42,552	23,214	84,000	4
81.	Greater Media	41,218	22,160	60,375	11
82.	Susquehanna Broadcasting	40,500	14,700	62,710	2
83.	NorCal Cablevision (McClatchy-Viacom)	40,483	16,343	56,269	2
84.	Selkirk Communications	37,115	42,465	118,595	2
85.	Joseph S. Gans	33,300	6,500	—	15
86.	Cable Holdings Inc.	30,000	22,000	60,000	3
87.	Columbia Communications	28,586	47,247	66,266	4
88.	Hellicon Corp.	28,200	13,400	38,000	20
89.	United Video Management	27,279	23,400	71,476	15
90.	The LBJ Co.	26,717	26,717	32,977	11
91.	American Cable Television Inc. (Phoenix)	26,585	37,017	92,660	11
92.	Cable Communications of Iowa	26,483	11,264	—	13
93.	National Cablesystems Inc.	25,600	12,500	36,400	2
94.	United Broadcasting	25,440	8,314	—	11
95.	Mid America Media	25,364	8,800	33,400	2
96.	Matrix Enterprises	25,251	26,002	40,704	11
97.	Combined Cable Communications	25,072	20,281	49,920	25
98.	Multivision Group	24,694	6,649	—	11
99.	Mickelson Media	24,385	12,219	36,762	14
100.	Potomac Valley TV Co.	24,218	7,299	28,000	3

Note: All counts are as of 7/82.